



Poppy's Listening Party on Roblox Garneres Millions of Listens for Her New Album, Flux

5.7 MILLION
LISTENS*

* From September 24-26, 2021.

13.1 MILLION
ITEMS ACQUIRED*

* From September 24-26, 2021.

OVER 32,000
FANS JOINED POPPY'S
OFFICIAL GROUP*

* From September 24-26, 2021.

In preparation for her fourth studio album Flux, Poppy was eager to increase listenership and reach her global fanbase in an innovative and immersive way. With this objective in mind, she partnered with seven development studios to launch a Listening Party where fans could listen to songs from her album in nine existing experiences on Roblox.

Organic platform integration through in-experience listening: Poppy released her album in multiple platform experiences, where users could stream her album while hanging out with their friends. Over the course of the three-day campaign, participating experiences saw an estimated 50% boost in traffic.



Creating a platform presence through

Groups: Poppy knew that her fans, known as Poppyseeds, needed a place to call home on Roblox. So, she created an official group where users could come together to post on a message board, build digital friendships with one another, and share links to free verch (virtual merchandise) and private servers where they could hang out with Poppy.



Custom virtual goods: Verch is wildly popular across Roblox as users seek new identities and styles for their avatars. As such, it was critical that Poppy's fans and Roblox users alike were able to purchase custom verch in the Roblox Avatar Shop.



Co-marketing engagement: Poppy leveraged press, as well as her and the developer studios' social channels to drive traffic to and awareness of the Listening Party. The Poppy Listening Party media coverage exceeded goals, with articles in music publications Billboard, Music Ally, NME, among others, as well as business and mainstream publications including AdAge, VentureBeat, and SuperParent.



The landscape for music streaming is shifting as artists seek new ways to authentically reach a global audience. In this instance, what proved successful was meeting Poppy fans where they already are—visiting virtual worlds on Roblox. Through an immersive and interactive integration, Poppy was able to gain the listenership she sought for her new album.